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ABSTRACT

This study reexamines admissions policies and procedures at the University of Wisconsin-Stevens Point and determines how to more accurately forecast how many applicants will matriculate. A questionnaire similar to one used in the 1968 study was sent to 1,255 new freshmen for the fall of 1972 who did not appear. From this number, 764 responses were received. Tables listing response results are included. (MJM)

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Students Admitted, 1972-73

Enrollment Status
Geographic Residence
Non-Enrollment: Reasons
Enrollment Elsewhere: Reasons
Choice of UW-SP
Residence Type
Sex

WHY THEY DON'T SHOW IN AUGUST

ED 077381

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INTRODUCTION

In the fall of 1968, 999 new freshmen admitted to UW-Stevens Point did not matriculate, or 30.2% of those admitted. A follow-up of these potential students was made to determine the reasons for their failing to appear. The findings of this study were published in two documents: "Why They Don't Show in September" and "Some Further Reflections on No-Show." These documents are available in the Office of Institutional Research. The study has affected admissions and other policies concerning students.

In the fall of 1972, 1857 new freshmen enrolled at UW-SP, excluding foreign students, whereas registration cards were found for 3156 applicants who presumably were admitted. The number enrolled in the fall of 1972 were scarcely 59% of the number admitted. We are concerned here with why 41% of the admitted new freshmen did not enroll - a proportion far greater than in any previous year.

The purposes of this study then are to reexamine our admissions policies and procedures toward improving them, and to gain some insights that will help determine in the future how to more accurately forecast how many applicants will matriculate.

A questionnaire somewhat similar to one used in the 1968 study was sent to 1255 new freshmen admitted for the fall of 1972 who did not appear. From this number, 764 responses were received, or 60.9%. This compares closely with a 62% response for the 1968 study. The questionnaire responses have been analyzed in various ways, but in addition, the characteristics of the applicants as shown on admissions cards also are analyzed for further insight into the nature of applicants. Since retention as well as matriculation of new freshmen is also a major concern, some input has been obtained concerning why students withdraw from school during the first month.

Much of the information received for this study was passed on immediately to university officials who needed it for determining recruitment policy. The full summary is published here.

Geographic Origins

The geographic origins of freshmen and applicants are of interest because they provide one possible explanation to the fluctuations in numbers of students as related to shifts in geographic origins. We may observe in Table 1 (which follows) that between 1971 and 1972 that the number of new freshmen increased in some counties, while in many the drop was very sharp in 1972. This drop appears to be regional, and concentrated on the eastern seaboard and Southern and Southeastern Wisconsin, especially in urban areas. Following are the per cents of the 1971 freshman enrollments as compared to 1972 enrollments, with the former year as divisor, by selected counties: Brown 84%, Dane 69%, Dodge 48%, Door 39%, Jefferson 73%, Kenosha 77%, Manitowoc 69%, Milwaukee 86%, Racine 44%, Rock 56%, Sheboygan 82%, Walworth 52%, Waukesha 63%. These are Eastern and Southern counties that have furnished substantial numbers of students to UW-SP. The same per cents for counties bordering Portage county are: Adams 82%, Waushara 89%, Wood 75%, and Waupaca 80%. All things considered, the drop in number of new freshmen between 1971 and 1972 is much greater in urban seaboard and Southern counties. Distance from Stevens Point appeared to be a factor in the drop in number of students.

TABLE 1

UW-SP NEW FRESHMEN - BY COUNTY

1971 & 1972

No.	County	1971	1972	Difference	(%) 1972/1971
1	Adams	11	9	-2	82
2	Ashland	6	6	0	100
3	Barron	7	2	-5	29
4	Bayfield	3	4	+1	133
5	Brown	85	71	-14	84
6	Buffalo	2	0	-2	0
7	Burnett	0	0	-	-
8	Calumet	15	12	-3	80
9	Chippewa	3	2	-1	67
10	Clark	23	13	-10	56
11	Columbia	30	21	-9	70
12	Crawford	5	5	0	100
13	Dane	130	90	-40	69
14	Dodge	42	20	-22	48
15	Door	36	14	-22	39
16	Douglas	1	0	-1	0
17	Dunn	4	0	-4	0
18	Eau Claire	1	3	+2	300
19	Florence	0	1	+1	∞
20	Fond du Lac	29	22	-7	76
21	Forest	12	13	+1	108
22	Grant	3	6	+3	200
23	Green	3	2	-1	67
24	Green Lake	8	3	-5	38
25	Iowa	4	3	-1	75
26	Iron	10	9	-1	90
27	Jackson	8	3	-5	37.5
28	Jefferson	15	11	-4	73
29	Juneau	14	6	-8	43
30	Kenosha	13	10	-3	77
31	Kewaunee	8	13	+5	162
32	La Crosse	3	2	-1	67
33	Lafayette	5	10	+5	200
34	Langlade	20	22	+2	110
35	Lincoln	26	30	+4	115

Table 1 - Continued

No.	County	1971	1972	Difference	(%) 1972/1971
36	Manitowoc	49	34	-15	69
37	Marathon	86	74	-12	86
38	Marinette	9	15	+6	167
39	Marquette	10	4	-6	40
40	Milwaukee	305	262	-43	86
41	Monroe	18	10	-8	56
42	Oconto	33	16	-17	48
43	Oneida	32	23	-9	72
44	Outagamie	118	71	-41	60
45	Ozaukee	41	49	+8	120
46	Pepin	1	0	-1	0
47	Pierce	1	3	+2	300
48	Polk	7	1	-6	14
49	Portage	234	217	-17	93
50	Price	3	18	+15	600
51	Racine	61	27	-34	44
52	Richland	2	0	-2	0
53	Rock	43	24	-19	56
54	Rusk	2	8	+6	400
55	St. Croix	3	2	-6	67
56	Sauk	8	7	-1	87.5
57	Sawyer	5	6	+1	120
58	Shawano	31	24	-7	77
59	Sheboygan	39	32	-7	82
60	Taylor	5	1	-4	20
61	Trempealeau	4	7	+3	175
62	Vernon	3	4	+1	133
63	Vilas	9	16	+7	178
64	Walworth	29	15	-14	52
65	Washburn	0	0	-	-
66	Washington	16	12	-4	75
67	Waukesha	156	99	-57	63
68	Waupaca	54	43	-11	80
69	Waushara	18	16	-2	89
70	Winnebago	47	35	-12	74
71	Wood	122	92	-30	75
72	Menomonie	-	-	-	-
TOTAL	Wisconsin	2,189	1,705	-484	77.9%

The origins of students by high school of graduation are shown in Table 2, along with the number of students admitted. Part A shows those from Wisconsin high schools, and Part B shows those from outside the state. The numbers admitted by high school of graduation are tallied from admission cards, while those enrolled are determined by a printout for Semester 1, 1972-73. While these figures are subject to some error, it is possible to generalize on the proportion of admitted students who enrolled for various localities in the state. From Appleton, 88 students were admitted, but only 39 were later enrolled. In contrast, 20 of the 27 Manitowoc students admitted are actually enrolled.

When comparing numbers of those admitted and enrolled as shown in Table 2, it should be kept in mind that two different kinds of records are being compared. The printout of freshmen enrolled would omit students who dropped out of school in the first few weeks for one reason or another. Admission cards do not always identify accurately the name of the high school from which the student graduated. Still, some useful comparisons between the two lists can be made.

The out-of-state freshmen admitted are enumerated by state and city in Part B of Table 2. Illinois students predominate the list, since they make up 157 of the 267 students admitted from other states. Ohio and New York students ranked next in number. In all, 28 states and D.C. contributed to the 1972 new freshman admissions list of UW-SP. Of the 267 admitted students, 149 or 55.8% were later enrolled. This proportion is lower than that of admitted Wisconsin residents who enrolled.

Nine foreign countries contributed 28 foreign students to the admission list, 16 of them from Hong Kong.

TABLE 2

NUMBER OF NEW FRESHMEN ADMITTED TO UW-SP, FALL, 1972
AND NUMBER ENROLLED, BY HIGH SCHOOL LOCATION

A. WISCONSIN HIGH SCHOOLS

High Schools	Enr.	Admit.
Abbotsford	1	2
Adams-Friendship	9	14
Algoma	7	9
Alma Center	-	1
Almond	4	6
Altoona	1	2
Amherst	8	10
Antigo	22	39
Appleton		
East	18	35
Fox Valley Lutheran	2	6
West	14	29
Xavior	11	18
Arcadia	2	2
Athens	4	4
Ashland	4	10
Auburndale	3	9
Baraboo	3	6
Barneveld	1	1
Bayfield	1	4
Beaver Dam		
Wayland	-	1
Senior	6	8
Beloit		
Catholic	1	-
Memorial	5	13
Turner	2	3
Berlin	3	4
Black River Falls	1	1
Blanchardville	3	3
Bonduel	1	1
Boscobel	-	2
Bowler	4	5
Boyceville	-	2
Brillion	3	3
Brookfield		
Central	10	18
East	14	26
West	-	1
Brown Deer	8	16
Brussels (Southern Door)	1	7
Burlington		
Burlington	1	7
St. Mary's	2	1
Cadott	1	1
Cambria	4	4
Cambridge	1	3
Cedarburg	17	25
Chetek	1	2
Chilton	4	11
Chippewa Falls (McDonell)	1	1
Clear Lake	1	1
Clinton	1	4
Clintonville	7	10
Colby	3	3
Coleman	1	1
Columbus	2	7
Crandon	6	8
Crivitz	7	13
Cuba City	1	2
Cudahy	5	-
Darlington	8	10
Deerfield	-	1

Table 2 (Part A) Continued

High Schools	Enr.	Admit.
De Forest	1	4
Delafield (St. John's)	-	1
Delavan	1	2
Denmark	1	1
De Pere	5	10
De Sota	-	2
Drummond	2	2
Eagle River	6	7
East Troy		
East Troy	3	8
Divine Seminary	-	1
Eau Claire		
Memorial	2	2
Regis	-	2
Edgar	3	6
Edgerton	4	8
Elkhorn	1	1
Ellsworth	1	-
Elmwood	-	1
Elroy (Royal)	1	3
Evansville	4	5
Fennimore	1	2
Fish Creek (Gibraltar)	4	9
Florence	1	1
Fond du Lac		
Goodrich	9	16
St. Mary's Springs	2	3
Fort Atkinson	3	6
Franklin	5	8
Frederic	-	1
Fredonia (Ozaukee)	4	4
Freedom	2	2
Galesville (Gale-Ettrick)	4	5
Germantown (Washington)	2	4
Gillett	1	1
Gilman	-	3
Glendale (Nicolet)	-	15
Glenwood City	1	2
Glidden	-	1
Grafton	4	6
Granton	1	3
Gratiot	-	1
Green Bay		
Ashwaubennon	8	17
Bay Port	1	4
East	11	25
Preble	2	8
Premontre	7	16
St. Joseph's	5	14
Southwest	8	16
West	11	19
Greendale		
Greendale	17	38
Martin Luther	1	1
Greenfield	4	18
Green Lake	-	2
Greenwood	1	3
Hales Corners (Whitnall)	6	4
Hartford	2	4
Hartland		
Arrowhead	7	11
University Lake	2	2
Hayward	4	5
Holmen	1	1
Hortonville	1	1
Hudson	1	5
Hurley (J.E. Murphy)	8	-
Hustisford	1	1

Table 2 (Part A) Continued

High Schools	Enr.	Admit.
Independence	-	1
Iola-Scandinavia	5	7
Ithaca	-	1
Janesville		
Craig	7	10
Parker	2	3
Wis. School Vis. Handicap	1	4
Jefferson	1	3
Johnson Creek	1	1
Juda	1	1
Juneau (Dodgeland)	2	2
Kaukauna	11	23
Kenosha		
Bradford	3	3
St. Catherine	1	-
St. Joseph	1	5
Tremper	2	13
Kewaskum	3	7
Kewaunee	4	9
Kiel	1	3
Kimberly	7	10
La Crosse		
Aquinas	-	1
Central	2	3
Ladysmith	8	9
Lake Geneva (Badger)	1	3
Lake Mills	3	4
Laona	5	7
Lena	1	4
Little Chute (St. John)	1	3
Livingston (Iowa-Grant)	1	3
Lodi	2	2
Lone Rock (Downer's Grove)	-	1
Loyal	1	3
Luxemburg	2	3
Madison		
Central	2	-
East	9	13
Edgewood	3	4
La Follette	14	24
Memorial	11	23
Queen of Apostles	1	1
West	10	21
Manawa (Little Wolf)	4	8
Manitowoc		
Lincoln	15	18
Roncalli	5	9
Marathon	5	6
Marinette		
Senior	-	5
Catholic	1	3
Marion	9	12
Markesan	-	1
Marshfield		
Columbus	1	5
Senior	6	11
Mauston	3	4
Mc Farland	-	1
Medford	1	1
Mellen	2	2
Melrose	1	1
Menasha		
Senior	5	5
St. Mary's	3	9
Menomonie	1	7
Menomonee Falls	-	24
North	5	-
East	1	-

Table 2 (Part A) Continued

High Schools	Enr.	Admit.	High Schools	Enr.	Admit.
Mequon (Homestead)	23	30	Minocqua (Lakeland)	18	28
Mercer	-	1	Mishicot	2	6
Merrill	29	42	Monona Grove	3	8
Middleton	5	6	Monroe	-	1
Milton Junction	1	4	Montello	1	2
Milwaukee			Mosinee	8	16
Bay View	8	19	Mt. Horeb	-	2
Boys' Tech.	3	5	Mukwonago	5	4
Concordia Coll.	1	-	Muskego	4	11
Custer	8	20			
Divine Savior	2	3	Necedah	1	2
Dominican	-	9	Neenah (Shattuck)	19	33
Don Bosco	3	4	Neillsville	5	8
Hamilton	17	29	Nekoosa	4	7
Juneau	-	3	New Berlin	8	17
Lincoln	1	2	New Holstein	3	4
Lutheran	7	17	New London	13	21
Wis. Lutheran	9	5	New Richmond	-	3
James Madison	11	27	Niagara	3	3
Marquette	3	6	North Fond du Lac (Horace Mann)	1	3
Marshall	9	22			
Mercy	2	2	Oak Creek	1	4
Messmer	2	7	Oakfield	-	2
Nicolet	20	23	Oconomowoc	3	6
North Division	2	4	Oconto	4	9
Pio Nono	4	6	Oconto Falls	4	9
Pius XI	4	16	Omro	1	2
Pulaski	4	6	Onalaska	-	1
Riverside	4	5	Oneida (Sacred Heart)	1	1
Rufus King	4	7	Ontario (Brookwood)	1	1
St. Mary's	6	9	Oostburg	1	1
St. John Cathedral	1	1	Oregon	7	13
South Division	5	10	Osceola	2	-
Washington	8	14	Oshkosh		
West Division	3	9	Lourdes	-	1
Mineral Point	1	1	Senior	4	8

Table 2 (Part A) Continued

High Schools	Enr.	Admit.
Osseo	1	1
Owen-Withee	1	6
Palmyra	1	2
Pardeeville	2	2
Park Falls (Lincoln)	7	9
Pembine	1	3
Peshtigo	1	3
Pewaukee	3	4
Phelps	1	1
Phillips	10	15
Pittsville	3	7
Plainfield (Tricounty)	6	8
Platteville	2	2
Plymouth	7	11
Portage	5	8
Port Edwards (John Edwards)	8	10
Port Washington	2	5
Port Wing (South Shore)	1	1
Potosi	1	3
Poynette	2	4
Prairie du Chien		
Campion	1	1
Senior	5	6
Prairie du Sac (Sauk Prairie)	1	1
Prentice	1	1
Prescott	1	-
Princeton	1	2
Pulaski	6	11
Racine		
J. I. Case	8	22
William Horlick	6	13
Lutheran	1	4
St. Catherine's	7	12
Washington Park	2	10
Randolph	2	2
Reedsburg	2	3
Reedsville	3	3
Rhinelander	9	18
Rib Lake	-	1
Ripon	6	15
Rosendale	1	1
Rosholt	7	7
Saint Nazianz (JFK)	2	4
St. Francis	5	8
Salem (Central)	2	2
Schofield (D.C. Everest)	17	25
Seymour	4	8
Shawano	6	16
Sheboygan		
Central	1	-
North	9	20
South	3	8
Sheboygan Falls	7	9
Shorewood	4	7
Slinger	1	3
Solon Springs (St. Croix Falls)	-	2
South Milwaukee	6	20
Sparta	4	7
Spencer	3	2
Spring Green	-	4
Stevens Point		
Pacelli	59	80
Senior	83	112
Stockbridge	1	1
Stoughton	3	6
Stratford	1	2
Sturgeon Bay	-	13
Sevastopol	1	-
Sturgeon Bay	6	-

Table 2 (Part A) Continued

High Schools	Enr.	Admit.
Sun Prairie	4	9
Superior (Cath. Claude)	1	1
Suring	2	-
Sussex (Hamilton)	4	-
Three Lakes	3	4
Tigerton	1	2
Tomah	4	13
Tomahawk	3	9
Two Rivers (Washington)	1	5
Union Grove	1	2
Valders	6	9
Verona	5	5
Viroqua	3	3
Wabeno	1	1
Wales (Kettle Moraine)	2	7
Walworth (Big Foot)	7	8
Washburn	-	1
Washington Island	1	1
Waterloo	3	4
Watertown	3	13
Waukesha		
Memorial	8	11
Senior South Campus	16	24
Waunakee	5	8
Waupaca	11	18
Waupun	5	9
Wausau		
East	12	34
Newman	5	9
West	6	14
Wausaukee	-	3
Wautoma	3	7
Wauwatosa		
East	13	25
Lutheran	-	1
West	13	20
West Allis		
Central	2	9
Nathan Hale	11	14
West Milwaukee	3	6
West Bend	5	11
Westby	1	2
West De Pere		
Abbott Pennings	1	7
West De Pere	3	7
Westfield	7	9
Weyauwega	1	1
Whitefish Bay	14	20
Whitehall	1	1
White Lake	1	1
Whitewater	-	2
Wild Rose	3	6
Williams Bay	1	4
Winneconne	1	1
Winter	2	4
Wisconsin Dells	2	6
Wisconsin Rapids		
Assumption	25	34
Lincoln	34	60
Wittenberg-Birnamwood	9	12
Wonewoc	1	1
Wrightstown	1	1
GRAND TOTAL	1618	2887

TABLE 2

NUMBER OF NEW FRESHMEN ADMITTED TO UW-SP, FALL, 1972

BY HIGH SCHOOL LOCATION

B. OUT-OF-STATE HIGH SCHOOLS

		TOTAL			TOTAL
Arkansas			Georgia		
Wilmarf	1		Columbus	1	
TOTAL		1	Jamesboro	1	
			Napoleonville	1	
California			TOTAL		3
San Bernardino	1				
TOTAL		1	Hawaii		
			Wiamla, Kattai	2	
Colorado			Wahiawa, Oahu	1	
Denver (Jefferson)	1		TOTAL		3
Longmont	1				
TOTAL		2	Illinois		
			Addison (Trail)	1	
Connecticut			Aledo	1	
Southbury	1		Arlington	4	
West Hartford	1		Arlington Heights	7	
Weston	1				
TOTAL		3	Barrington	4	
			Bensonville	2	
Delaware			Burbank	1	
Dover	1				
TOTAL		1	Champaign	1	
			Chicago:		
District of Columbia			Auston	1	
St. John's College	1		Brother Rice	1	
TOTAL		1	De La Salle	1	
			Dunbar	1	
Florida			Good Counsel	1	
Crystal City	1		Harlan	1	
Hollywood	3		Hyde Park	1	
Punta Gorda	1		Kelly	1	
TOTAL		5	Lindbrelm	2	
			Nicholas Sem.	2	
			South Shore	2	

Table 2 (Part B) Continued

		TOTAL			TOTAL
Von Steuben	1		Maple Park	1	
Chicago Heights	2		Marton	1	
Clarendon Hills	1		McHenry	1	
			Mount Prospect	2	
Dalton (Thornridge)	1		Mundelein	1	
Darien	1				
Deerfield	2		Naperville	1	
Delton	1		New Rochelle	1	
Des Plaines	2		Northbrook	4	
Downer's Grove	1		Northfield	1	
Elbin	1		Oak Lawn	1	
Elgin (Lyons Twp.)	4		Oak Park	5	
Elmhurst	8		Olympia Fields	2	
Elmwood Park	1		Orland Park	1	
Evanston	2		Ottawa	1	
Fenger	1		Palatine	1	
Franklin Park	1		Palos Park	1	
Freeport	1		Park Ridge	2	
			Prairie View	1	
Galva	1				
Geneva	1		Richmond	1	
Glenbard	1		Rivergrove	1	
Glenellyn	5		Riverside	1	
Glennbrook North	3		Rockford (Guilford)	3	
Gray Lake	1		(Boylan Center)	3	
			(West)	3	
Joliet Twp.	2		Rocton	3	
			Roselle	2	
La Grange	7				
La Harpe	1		Skokie	2	
Lake Forest	6		St. Charles	13	
Libertyville	1				
Lockport	1		Tremont	2	
Lombard	1				
			Waukegan	3	
Maine Twp.	3		West Chicago	1	

Table 2 (Part B) Continued

		TOTAL			TOTAL
Westinghouse	1		Bethesda	1	
Wheaton	3		Oxon Hill	1	
Willmette	1		Pasadena	1	
Winnetka	2		Riverdale	1	
Woodstock	5		Rockville	1	
TOTAL		157	TOTAL		6
Indiana			Massachusetts		
Chesterton	1		Brockton	1	
Highland	1		Southbridge	1	
Michigan City	1		TOTAL		2
Oldenberg	1				
Syracuse	1		Michigan		
TOTAL		5	Hazel Park	1	
			Iron Mountain	1	
Iowa			TOTAL		2
Ames	1				
Bettendorf	1		Minnesota		
Burlington	1		Edina	1	
Cedar Falls	1		Grand Rapids	1	
Dubuque	1		White Bear Lake	1	
Elwood	1		TOTAL		3
McGregor	1				
West Union	1		Missouri		
TOTAL		8	Columbia (Hickman)	1	
			TOTAL		1
Kansas					
Gardner	1		New Jersey		
TOTAL		1	Clark	2	
			Metuchen	1	
Kentucky			Madison	1	
Park Hills	1		Neptune	1	
TOTAL		1	Plainfield	1	
			Park Ridge	1	
Maryland			TOTAL		7
Annapolis	1				

Table 2 (Part B) Continued

		TOTAL			TOTAL
New York			Pennsylvania		
Bethpage	1		Ambler	1	
Brockport	2		Collegeville	1	
Cold Spring Harbor	1		Edinboro (Gen. McLane)	1	
College Point (St. Agnes)	1		Elwood City	1	
East Meadow	1		Newton Square	1	
Garden City	1		Rosemont	1	
Lake Ronkonkoma	1		Swarthmore	1	
Marcellus	1		Warren	2	
New City	2		TOTAL		9
Oneonta	1				
Rochester	1		South Carolina		
Staten Island	1		Dalzell	1	
Vecenza Americana	1		TOTAL		1
West Plains	1				
TOTAL		16	South Dakota		
			Flandreau	1	
North Carolina			Sioux Falls	1	
Fayetteville	1		TOTAL		2
Raleigh	1				
TOTAL		2	Texas		
			Weslaco	1	
Ohio			TOTAL		1
Bay Village	1				
Bluffton	1		Utah		
Celino	1		Salt Lake City	1	
Cincinnati (Anderson)	1		TOTAL		1
Clayton (Northmont)	2				
Columbus (Hickman)	1		Virginia		
Gibsonville	2		Woodridge	1	
Hilliard	1		TOTAL		1
Lakewood	1				
Lyndhurst	4		General Educational Development Test Scores	2	
Kettering	1		TOTAL		2
Napoleon	3				
Roatstown	1		GRAND TOTAL		268
Sandusky	1				
TOTAL		21			

Foreign Students (New Freshmen) Admitted
Semester I, 1972

Hong Kong	16
India	2
Kenya	1
Malaysia	2
Nigeria	3
Philippines	1
South Viet Nam	1
Switzerland	1
Thailand	1
	28

SUMMARY OF ADMISSIONS

Wisconsin New Freshmen	2887
Out-of-State Freshmen	268
Foreign Students (new freshmen)	28
TOTAL FRESHMEN ADMITTED	3183

Enrollment Status

Question I reads: "Have you enrolled in a college or university or other institution of higher education this fall? yes ___ No ___" Of the 752 responses to this question, 611 said yes and 141 said no. Thus more than 81% had enrolled somewhere.

Enrollment status is analyzed in various ways in order to determine who is most likely to enroll somewhere.

TABLE 3

STATUS OF ENROLLMENT BY SEX

Enrolled or not / Sex	Unknown	Enrolled	Not Enrolled	Total
Unknown	3	11	2	16
Male	4	275	81	360
Female	3	325	58	386
TOTAL	10	611	141	762

$\chi^2 = 6.9951$ reject chance @ .05 level

Table 3 distributes respondents by sex and enrollment status. From the chi-squared analysis it appears that significantly more females than males enrolled somewhere. Some 84.9% of female respondents were enrolled, compared with 77.2% of men.

TABLE 4

STATUS OF ENROLLMENT BY AGE

Enrolled or not / Age	Unknown	Enrolled	Not Enrolled	Total
Unknown	3	13	3	19
17	-	57	14	71
18	6	516	98	620
19	1	19	16	36
20	-	3	1	4
21	-	1	2	3
22	-	1	4	5
23	-	-	2	2
24	-	1	1	2
25	-	-	1	1
48	-	1	-	1
TOTAL	10	611	141	762

$\chi^2 = 37.3647$ reject chance @ .001 level

When respondents are distributed by age, as in Table 4, it is clear that older applicants are less likely to enroll. When 17- and 18 - year-olds are compared with those 19 and over, the chi-squared distributions are remarkably rare.

TABLE 5

STATUS OF ENROLLMENT BY CHOICE OF STEVENS POINT

Enrolled or not / Choice of Stevens Point	Unknown	Enrolled	Not Enrolled	Total
Unknown	4	16	8	28
My First Choice	5	193	97	295
My Second Choice	1	221	25	247
One Of Several I Considered Somewhat Satisfactory	-	181	11	192
TOTAL	10	611	141	762

$\chi^2 = 77.7506$ reject chance @ .001 level

Table 5 distributes enrolled and non-enrolled students by choice of the institution. About one-third of the respondents whose first choice was Stevens Point had not enrolled, compared to 5.7% of the students who called Stevens Point "one of several I considered somewhat satisfactory." Essentially, what happened is that more of the applicants for whom Stevens Point was first choice decided to postpone enrollment. The differences in proportions of enrolled students by choice of institution are highly significant. All "unknown" categories were deleted in the computation of the chi-squared value.

TABLE 6

STATUS OF ENROLLMENT BY COMMUNITY SIZE

Enrolled or not / Community Size	Unknown	Enrolled	Not Enrolled	Total
Unknown	3	9	4	16
Rural-Resident	2	127	32	161
Small City Resident	3	239	59	301
Large City Resident	2	236	46	284
TOTAL	10	611	141	762

$\chi^2 = 2.7453$ not significant

The respondents are grouped according to community size and enrollment status in Table 6. Here it appears that no important differences exist in proportion enrolled by community size. A slightly larger proportion of large city applicants did enroll.

TABLE 7

STATUS OF ENROLLMENT BY MARITAL STATUS

Enrolled or not / Marital Status	Unknown	Enrolled	Not Enrolled	Total
Unknown	3	9	4	16
Married	1	7	10	18
Single	6	595	127	728
TOTAL	10	611	141	762

$\chi^2 = 23.8125$ significant @ .001 level

Few of the new freshman applicants are married, but a higher proportion of married than of single applicants were not enrolled. In fact, of the 17 applicants known to be married, 10 did not enroll. More than 80% of all applicants had enrolled somewhere. The difference in proportions is highly significant.

TABLE 8

STATUS OF ENROLLMENT BY YEAR GRADUATED FROM HIGH SCHOOL

Enrolled or not / Year Graduated From High School	Unknown	Enrolled	Not Enrolled	Total
Unknown	3	17	8	28
1972	7	575	114	696
1971	-	13	9	22
1970	-	3	2	5
1969	-	1	-	1
1968	-	-	5	5
1967	-	1	2	3
1965	-	-	1	1
1942	-	1	-	1
TOTAL	10	611	141	762

The distributions of Table 8 show clearly that year of high school graduation is closely related to whether or not the admitted applicant was later enrolled somewhere. Here the variable is probably age, and older students who applied are less likely to be enrolled than younger students. Of the 689 who graduated from high school in 1972, 575 or 83.5% are enrolled somewhere.

TABLE 9

STATUS OF ENROLLMENT BY COMPLETION OF QUESTIONNAIRE BY PARENT

Enrolled or not / Completed By Parent	Unknown	Enrolled	Not Enrolled	Total
Not Completed By Parent	8	431	119	558
Completed By Parent	2	180	22	204
TOTAL	10	611	141	762

$\chi^2 = 4.1250$ significant @ .05 level

A sizeable proportion of the responses were made for the students by a parent (27%). Table 9 verifies the proportion of students who are enrolled somewhere is significantly greater for those forms completed by parents than of those completed by the students themselves. Parents evidently tended to complete the form when their sons or daughters were enrolled some distance from home.

Respondents were asked to indicate where, if at all, they had enrolled. As shown in Table 10, 352 of the 607 responding students, or 58%, had enrolled at another UW campus, while another 10.2% had enrolled at a UW extension center. Another 9.6% had enrolled in other Wisconsin colleges and universities, and 6.6% enrolled in Wisconsin technical institutes. Finally, 95 had enrolled in institutions outside Wisconsin. Thus 15.7% of those who were admitted at UW-SP but enrolled elsewhere had entered an institution outside Wisconsin. For comparison we may note the 8.0% of UW-SP new freshmen for the fall of 1972 were out-of-state students.

TABLE 10

INSTITUTION OF PRESENT ENROLLMENT
BY TYPE AND LOCATION

Campus Where Now Enrolled	No.
University of Wisconsin Campus	
UW-Eau Claire	60
UW-Green Bay	19
UW-La Crosse	22
UW-Madison	54
UW-Milwaukee	47
UW-Oshkosh	58
UW-Parkside	8
UW-Platteville	8
UW-River Falls	14
UW-Stout	31
UW-Superior	3
UW-Whitewater	28
TOTAL	352 (58.0%)
University of Wisconsin - Extension Centers	
Baraboo (Sauk Co.)	2
Fond du Lac	3
Janesville (Rock Co.)	3
Manitowoc	1
Marinette	4
Marshfield	7
Medford	2
Menasha (Fox Valley)	5
Richland Center	1
Sheboygan	5
Waukesha	9
Wausau (Marathon Co.)	15
West Bend (Wash. Co.)	5
TOTAL	62 (10.2%)

Table 10 - Continued

Campus Where Now Enrolled	No.
Other Wisconsin Colleges, Universities, Special Schools	
Alverno (Milwaukee)	1
Bible School (Oregon)	1
Carroll (Waukesha)	6
Carthage (Kenosha)	5
Dominican (Racine)	1
Edgewood (Madison)	1
Lakeland College	5
Lawrence Univ. (Appleton)	4
Marquette Univ. (Milwaukee)	5
Mercy Medical Center	1
Milton College	1
Mount Mary (Milwaukee)	1
Northland (Ashland)	5
Ripon College	10
School of Nursing (Oshkosh)	1
Spencerian College of Business (Milwaukee)	2
St. Mary's Hospital (Milwaukee)	1
St. Norbert	6
Viterbo College (La Crosse)	1
TOTAL	58 (9.6%)
Wisconsin Technical Institutes	
Eau Claire (Dist. 1)	1
Fox Valley Tech. (Appleton)	4
Gateway (Racine)	1
Kenosha Tech.	1
Madison Area Tech.	3
Milwaukee Area Tech.	3
Milwaukee School of Engineering	1
Nicolet (Rhinelander)	8
North Central Tech. Inst. (Wausau)	7

Table 10 - Continued

Campus Where Now Enrolled	No.
Wisconsin Technical Institutes - Continued	
North Central Tech. Inst. - Ext. (Antigo)	1
N.E. Wis. Tech. (Green Bay)	8
Southwestern Wis. Vocational	1
Technical School (Fennimore)	1
TOTAL	40 (6.6%)
Out-of-State Colleges, Universities, Special Schools	
Arizona:	
Arizona State University (Tempe)	1
Northern Arizona University (Flagstaff)	1
Phoenix College (Phoenix)	1
TOTAL	3
California:	
California Polytech Institute (Pomona)	1
Paloma Junior College (San Marcos)	1
TOTAL	2
Colorado:	
Air Force Academy (Colorado Springs)	1
University of Colorado (Greeley)	2
TOTAL	3
Florida:	
Browand Community College (Ft. Lauderdale)	1
Florida State University (Tallahassee)	1
University of Florida (Gainesville)	1
TOTAL	3

Table 10 - Continued

Campus Where Now Enrolled	No.
Out-of-State Colleges, Universities, Special Schools - Continued	
Illinois:	
College of Du Page (Glen Ellyn)	2
Elgin Community College (Elgin)	1
Illinois State University (Normal)	2
Lake County Junior College (Grayslake)	1
Loop Junior College (Chicago)	1
Loyola (Chicago)	1
National College of Education (Evanston)	3
Northern Illinois (De Kalb)	4
Oakton Community College (Morton Grove)	1
Parkland College (Champaign)	1
Rock Valley Junior College (Rockford)	2
Southern Illinois (Carbondale)	3
Trinity (Deerfield)	2
University of Illinois (Champaign)	2
Waubonsee Community College (Sugargrove)	1
Western Illinois (Macomb)	4
TOTAL	31
Indiana:	
De Paul University (Greencattle)	1
Valparaiso University (Valparaiso)	3
TOTAL	4
Iowa:	
Coe College (Cedar Rapids)	1
Cornell College (Mt. Vernon)	2
Divine Word College (Epworth)	1
Grace College (Lamont)	1
Indian Hills Community College (Centerville)	1

Table 10 - Continued	
Campus Where Now Enrolled	No.
Out-of-State Colleges, Universities, Special Schools - Continued	
Iowa-continued	
Iowa State University (Ames)	1
Luther College (Decorah)	3
North Iowa Area Community College (Mason City)	1
Southeast Iowa College (West Burlington)	1
University of Iowa (Iowa City)	1
Wartburg College (Waverly)	1
TOTAL	14
Kentucky:	
Bellarmine College (Louisville)	1
Murray State College	1
University of Kentucky (Lexington)	1
TOTAL	3
Louisiana:	
Louisiana State College (Baton Rouge)	1
TOTAL	1
Michigan:	
Gogebic Community College (Ironwood)	1
Grace Bible (Grand Rapids)	1
Hope College (Holland)	1
Michigan Tech. (Houghton)	4
Northern Michigan (Marquette)	3
TOTAL	10

Table 10 - Continued

Campus Where Now Enrolled	No.
Out-of-State Colleges, Universities, Special Schools - Continued	
Minnesota:	
Augsburg College (Minneapolis)	1
Bethany Lutheran (Mankato)	1
Globe College of Business (St. Paul)	1
Mankato State College	1
St. Olaf (Northfield)	1
University of Minnesota (Minneapolis)	1
Winona-State	1
TOTAL	7
Missouri:	
Culver-Stockton College (Canton)	1
TOTAL	1
Montana:	
Montana State (Bozeman)	1
University of Montana (Missoula)	1
TOTAL	2
Nevada:	
University of Las Vegas	1
TOTAL	1
New Hampshire:	
University of New Hampshire (Durham)	1
TOTAL	1

Table 10 - Continued

Campus Where Now Enrolled	No.
Out-of-State Colleges, Universities, Special Schools - Continued	
New York:	
Fredonia State University	1
TOTAL	1
North Carolina:	
North Carolina State (Raleigh)	1
TOTAL	1
Ohio:	
Hocking Tech. School (Nelsonville)	1
Kent State (Kent)	1
University of Akron	1
TOTAL	3
South Dakota:	
South Dakota State (Brookings)	1
Huron College (Huron)	1
TOTAL	2
Washington:	
Yakima College	1
TOTAL	1
West Virginia:	
University of West Virginia	1
TOTAL	1
Out-of-State Total	95 (15.7%)
GRAND TOTAL	607

TABLE 11

ENROLLED STUDENTS BY CHOICE OF STEVENS POINT AND TYPE OF SCHOOL

Choice of Stevens Point / Type Of School	Unknown	First Choice	Second Choice	One Of Several I Considered Somewhat Satisfactory	Total
Unknown	1	4	-	4	9
UW-Campus	11	78	141	107	337
UW-Center	-	39	21	12	72
Private University or College	2	24	26	26	78
Public University or College - Out of State	2	26	24	23	75
Vocational-Technical School	-	21	8	7	36
Other	-	1	1	2	4
TOTAL	16	193	221	181	611

$\chi^2 = 2.1201$ not significant

Some slightly different totals are obtained when responses are distributed according to type of school attended and choice of Stevens Point as indicated on the questionnaire response. Table 11 indicates that 78 students of the 611 responding who chose to attend somewhere had enrolled in non-public colleges or universities, or 12.8%. Of those students who enrolled at UW centers, most had given Stevens Point as first choice. The same is true of those who enrolled at technical institutes.

TABLE 12

ENROLLED STUDENTS BY CHOICE OF STEVENS POINT AND TYPE OF INSTITUTION

Choice of Stevens Point / Type of Institution	Unknown	First Choice	Second Choice	One Of Several I Considered Somewhat Satisfactory	Total
Unknown	1	7	7	5	20
1-year	1	6	1	1	9
2-year	-	64	28	27	119
4-year	14	116	185	148	463
TOTAL	16	193	221	181	611

$\chi^2 = 45.5985$ significant at .001 level

When responses are distributed by type of institution and choice of Stevens Point, as shown in Table 12, the type of institution is found to be closely related to preference for Stevens Point. Only 25% of the respondents who entered other four year institutions had given Stevens Point as first choice. Nearly 54% of those who entered two year institutions had ranked Stevens Point first.

Reasons For Not Attending Stevens Point
Enrolled Students

Respondents who enrolled elsewhere than at Stevens Point give four predominant reasons for not enrolling, listed according to frequency of response: (1) attendance at a school near my home became desirable - 234; (2) I selected an area of study not available at Stevens Point - 141; (3) Financial aids were not adequate for my needs - 117; (4) My campus visit caused me to change my plans - 79. A few said they could not meet the payment schedule, or printed materials were not adequate, or correspondence with university officials proved unsatisfactory. When the responses are related to choice of Stevens Point, as in Table 13, the financial problems are seen to predominate among those who considered Stevens Point their first choice. Of the 79 respondents who checked "My campus visit caused me to change my plans", only 15 gave Stevens Point as first choice.

TABLE 13

REASONS WHY ENROLLED STUDENTS DID NOT ATTEND UW-STEVENS POINT, BY CHOICE OF STEVENS POINT

Choice of Stevens Point / Reasons For Not Attending UW-Stevens Point	Unknown	First Choice	Second Choice	One Of Several I Considered Somewhat Satisfactory	Total
Financial aids were not adequate for my needs.	2	63	22	30	117
Printed materials did not provide an adequate description of what I needed to know.	-	9	7	11	27
My campus visit caused me to change my plans.	6	15	33	25	79
I selected an area of study not available at Stevens Point.	2	42	54	43	141
Attendance at a school nearer my home became desirable.	3	85	84	62	234
Correspondence with University officials proved unsatisfactory.	1	5	4	6	16
I could not meet the payment schedule expected of me.	-	18	6	5	29
I could not find satisfactory housing:					
1. In residence halls	-	1	1	3	5
2. In housing other than residence halls	-	2	-	2	4
Other.	3	59	72	61	195

TABLE 14

REASONS WHY ENROLLED STUDENTS DID NOT ATTEND UW-STEVENS POINT, BY SEX

Sex / Reasons For Not Attending UW-Stevens Point	Unknown	Male	Female	Total
Financial aids were not adequate for my needs.	3	58	56	117
Printed materials did not provide an adequate description of what I needed to know.	2	11	14	27
My campus visit caused me to change my plans.	4	31	44	79
I selected an area of study not available at Stevens Point.	5	62	74	141
Attendance at a school nearer my home became desirable.	1	112	121	234
Correspondence with University officials proved unsatisfactory.	1	5	10	16
I could not meet the payment schedule expected of me.	1	15	13	29
I could not find satisfactory housing:				
1. In residence halls	-	3	2	5
2. In housing other than residence halls	-	2	2	4
Other.	1	82	112	195

Table 14 relates reasons why students did not attend Stevens Point to sex of respondent. Perusal of this table shows that responses of men and women are in about the same proportions for most reasons.

Reasons For Not Enrolling In College

Respondents who said they had not enrolled in college work during Semester 1, 1972-73, were asked to select from several choices the reasons they did not enroll, in the order of their importance. While a good many students did not respond by means of ranking, the rankings do reveal some facts about personal priorities among those who did respond. Each of the possible responses is related to choice of Stevens Point in Table 15 through 22.

TABLE 15

NOT ENROLLED STUDENTS BY CHOICE OF STEVENS POINT AND BY RANK OF IMPORTANCE TO STATEMENT "ENTERED MILITARY SERVICE"

Choice of Stevens Point / Rank	Unknown	First Choice	Second Choice	One Of Several I Considered Somewhat Satisfactory	Total
No Response	7	69	17	10	103
1	1	11	3	-	15
2	-	-	2	-	2
3	-	3	1	-	4
4	-	-	-	-	-
5	-	3	1	-	4
6	-	4	1	-	5
7	-	4	-	1	5
8	-	1	-	-	1
Checked	-	2	-	-	2
TOTAL	8	97	25	11	141
Ave. Rank	-	3.65	2.63	7.00	-

Thirty-eight students checked or ranked the response "Entered military service." Of these, 28 had ranked Stevens Point as their first college choice, but only 11 considered military service as the foremost reason for not enrolling. Twelve of them put military service well down the list of reasons for not entering college. The average ranking of military service for Stevens Point first choice applicants was 3.65.

TABLE 16

NOT ENROLLED STUDENTS BY CHOICE OF STEVENS POINT AND BY RANK OF IMPORTANCE TO STATEMENT "HEALTH PROBLEM PROHIBITS SCHOOL ATTENDANCE"

Choice of Stevens Point / Rank	Unknown	First Choice	Second Choice	One Of Several I Considered Somewhat Satisfactory	Total
No Response	7	80	20	10	117
1	1	2	1	-	4
2	-	1	1	-	2
3	-	1	1	-	2
4	-	3	-	-	3
5	-	4	1	-	5
6	-	2	1	-	3
7	-	3	-	1	4
8	-	-	-	-	-
Checked	-	1	-	-	1
TOTAL	8	97	25	11	141
Ave. Rank	-	4.50	3.40	7.00	-

Only 24 respondents indicated that health problems prohibited school attendance. Of these, 17 had listed Stevens Point as their first choice. The average rank of 4.5 suggests that in most cases health problems were not the important cause of failure to enroll in college.

TABLE 17

NOT ENROLLED STUDENTS BY CHOICE OF STEVENS POINT AND BY RANK OF IMPORTANCE TO STATEMENT "PARENTS WERE UNABLE TO ASSIST ME FINANCIALLY"

Choice of Stevens Point / Rank	Unknown	First Choice	Second Choice	One Of Several I Considered Somewhat Satisfactory	Total
No Response	8	54	15	5	82
1	-	14	2	3	19
2	-	15	6	2	23
3	-	8	1	-	9
4	-	3	1	1	5
5	-	2	-	-	2
6	-	1	-	-	1
7	-	-	-	-	-
8	-	-	-	-	-
Checked	-	-	-	-	-
TOTAL	8	97	25	11	141
Ave. Rank	-	2.23	2.10	1.83	-

Since 59 respondents checked the response, "Parents were unable to assist me financially," financial need was a concern of 59 of the 141 students who did not enroll in college. Further, 19 respondents made this response their first in rank, while 23 respondents ranked it second. Since 43 of the 59 students had ranked Stevens Point as first choice, the institution must have lost quite a few students because of financial need.

TABLE 18

NOT ENROLLED STUDENTS BY CHOICE OF STEVENS POINT AND BY RANK OF IMPORTANCE TO STATEMENT "SCHOOL I DESIRED WAS UNABLE TO OFFER ME ENOUGH FINANCIAL ASSISTANCE"

Choice of Stevens Point / Rank	Unknown	First Choice	Second Choice	One Of Several I Considered Somewhat Satisfactory	Total
No Response	8	66	16	7	97
1	-	11	-	1	12
2	-	8	2	-	10
3	-	5	4	2	11
4	-	3	2	1	6
5	-	2	-	-	2
6	-	2	-	-	2
7	-	-	-	-	-
8	-	-	-	-	-
Checked	-	-	1	-	1
TOTAL	8	97	25	11	141
Ave. Rank	-	2.45	3.00	2.75	-

Forty-four respondents checked the response, "School I desired was unable to offer me enough financial assistance." Since 31 of these considered Stevens Point their first choice and the average rank of this response for these 31 was 2.45, we may consider lack of financial assistance a factor in failure of some students to enroll in college.

TABLE 19

NOT ENROLLED STUDENTS BY CHOICE OF STEVENS POINT AND BY RANK OF IMPORTANCE TO STATEMENT "PERSONAL MATTERS DICTATED THAT I GO TO WORK"

Choice of Stevens Point / Rank	Unknown	First Choice	Second Choice	One Of Several I Considered Somewhat Satisfactory	Total
No Response	8	50	15	2	75
1	-	18	3	2	23
2	-	18	5	5	28
3	-	7	2	1	10
4	-	2	-	-	2
5	-	2	-	-	2
6	-	-	-	-	-
7	-	-	-	-	-
8	-	-	-	-	-
Checked	-	-	-	1	1
TOTAL	8	97	25	11	141
Ave. Rank	-	1.98	1.90	1.88	-

"Personal matters dictated that I go to work" was a response checked by 66 applicants who failed to enroll. This response ranked high for most students, including 47 who had listed Stevens Point as their first choice. The "personal matters" are of course not specified, but in many cases they may have been financial.

TABLE 20

NOT ENROLLED STUDENTS BY CHOICE OF STEVENS POINT AND BY RANK OF IMPORTANCE TO STATEMENT "I CHOSE TO WORK RATHER THAN ATTEND SCHOOL"

Choice of Stevens Point / Rank	Unknown	First Choice	Second Choice	One Of Several I Considered Somewhat Satisfactory	Total
No Response	4	46	12	4	66
1	1	25	6	3	35
2	2	14	3	1	20
3	-	5	2	-	7
4	-	5	1	1	7
5	-	1	-	-	1
6	-	1	-	-	1
7	-	-	-	1	1
8	-	-	-	-	-
Checked	1	-	1	1	3
TOTAL	8	97	25	11	141
Ave. Rank	-	1.94	1.83	2.67	-

A total of 79 students said they chose to work rather than attend school. Of those who made Stevens Point their first choice, 51 checked this response, which ranked high for those who considered Stevens Point their first or second choice among colleges and universities. This response appears to be related to financial need.

TABLE 21

NOT ENROLLED STUDENTS BY CHOICE OF STEVENS POINT AND BY RANK OF IMPORTANCE TO STATEMENT "I WAS MARRIED"

Choice of Stevens Point / Rank	Unknown	First Choice	Second Choice	One Of Several I Considered Somewhat Satisfactory	Total
No Response	8	76	19	9	112
1	-	5	2	1	8
2	-	3	1	-	4
3	-	1	-	-	1
4	-	1	-	-	1
5	-	2	-	-	2
6	-	3	-	-	3
7	-	4	2	1	7
8	-	2	-	-	2
Checked	-	-	1	-	1
TOTAL	8	97	25	11	141
Ave. Rank	-	4.29	3.60	4.00	-

"I was married" was checked by 29 respondents, including 21 who made Stevens Point their first choice. The rank of this response in all categories averaged about 4.00, suggesting that marriage was not usually the principal reason for not attending college.

TABLE 22

NOT ENROLLED STUDENTS BY CHOICE OF STEVENS POINT AND BY RANK OF IMPORTANCE TO STATEMENT "OTHER"

Choice of Stevens Point / Rank	Unknown	First Choice	Second Choice	One Of Several I Considered Somewhat Satisfactory	Total
No Response	3	76	19	6	104
1	4	12	6	1	23
2	-	4	-	1	5
3	-	3	-	1	4
4	-	1	-	-	1
5	-	-	-	-	-
6	-	-	-	-	-
7	-	-	-	-	-
8	-	-	-	-	-
Checked	1	1	-	2	4
TOTAL	8	97	25	11	141
Ave. Rank	-	1.65	1.00	2.00	-

A scattering of 37 "other" responses are recorded in Table 22. Following are the responses referred to as "other" on the questionnaire, together with the frequency of their occurrence. These responses are in great variety. However, it is clear that some students are not really ready to start college immediately after high school.

III. H. Other (please specify)

		TOTAL
1.	I have a family.	1
2.	Went out to California for vacation. (out West, East, etc.)	2
3.	I wanted to wait one year.	1
4.	Too late to enroll.	1
5.	Was not discharged from service in time to enroll for fall term.	3
6.	Death in immediate family.	1
7.	The money for school was offered from my parents but I want to do it on my own so I started working this year.	1
8.	My friends didn't go.	1
9.	Dishonest correspondence from Stevens Point.	1
10.	I had no specific area of study to go into. Undecided future career. (major)	3
11.	Couldn't get my bread together. No Money. Couldn't afford school.	4
12.	Low draft number.	2
13.	Registration problems - couldn't get the subjects I wanted.	2
14.	Was going to get married, but plans were changed and it was too late to think about school. If I go next semester, I would like to attend Stevens Point.	1
15.	Because I am being married in November I felt I needed to work for at least one year.	1
16.	Other personal reasons.	1
17.	Need more financial background for necessities.	1
18.	School didn't appeal to me enough to jump right in after high school. Not ready yet for more school.	2
19.	Traveling (Europe, U.S.)	3
20.	Got a job as a policeman.	1
21.	Tired of school work.	1
22.	Seeking baseball scholarship.	1
23.	School didn't offer the right major.	1

		TOTAL
24.	Have to work before going to school. Money and financial purposes.	4
25.	Attending Milwaukee School of Real Estate.	1
26.	Will attend local college second semester.	1
27.	Went to a school closer to home and less expensive.	1
28.	We have moved to another state.	1
29.	Family needed me for 1 year.	1
30.	Unprepared and lack of knowledge.	1
31.	I wish to see more of this life first.	1
32.	Room conditions and attitude of room-mate.	1
33.	Could not get enough credits to be a full-time student.	1
34.	Was involved in an auto accident.	1
35.	Closer and more convenient.	1
36.	Arrived home too late from Europe to attend school.	1

TABLE 23

REASONS WHY RESPONDENTS DID NOT ENROLL IN COLLEGE OR UNIVERSITY OR OTHER INSTITUTION OF HIGHER EDUCATION

Reasons For Not Enrolling	No. Of Respondents
A. Entered Military Service	38
B. Health problem prohibits school attendance	24
C. Parents were unable to assist me financially	59
D. School I desired to attend was unable to offer me enough financial assistance	44
E. Personal matters dictated that I go to work	66
F. I chose to work rather than attend school	75
G. I was married	29
H. Other	37

The above table summarizes responses of 141 no-show applicants who did not enroll in any higher education institution. In the order of frequency, the responses most often checked were: I chose to work rather than attend school, personal matters dictated that I go to work, parents were unable to assist me financially, and school I desired to attend was unable to assist me financially. These responses all appear to relate to financial need. Military service, marriage, and health problems were the other choices, though mentioned less frequently. Miscellaneous "other" responses are summarized on pages 47 and 48.

Reasons For Enrolling Elsewhere

The various reasons for enrolling elsewhere than at Stevens Point have been previously tabulated. The comments accompanying the responses are inserted at this point. Comments on financial aids are found in the "additional comments" section. There were only a few comments concerning the printed materials, and these also are listed under "additional comments." Since 79 respondents checked "My campus visit caused me to change my plans," the accompanying comments are important. The reasons for change included change of plans, location, size of school, appearance of the campus (a huge building program in progress), convenience, and such factors as class size and offerings. A very few had to do with contacts on this campus. Some comments were prompted by misinformation, e.g.: "Art is just starting at Stevens Point." Comments such as "Campus was one sea of mud" refer to the building program in progress. The comments follow, together with a listing of areas of study desired (responding to choice D, "I selected an area of study not available in Stevens Point.")

The "area of choice" (study) list includes the variable of choice of Stevens Point as the desired institution for matriculation. Thus, while we see that 13 applicants gave choice of an area of study not available at Stevens Point as a reason for not enrolling, only two had named Stevens Point as first choice. A few of the desired areas of study named in this list actually are available at Stevens Point (e.g.: political science, business administration, and home economics).

IV. C. My campus visit caused me to change my plans. (Please explain why).

		TOTAL
1.	The profession I was to take up has too many people - no jobs when out.	2
2.	Eau Claire had a prettier campus, away from town. (better atmosphere)	5
3.	Art is just starting in Stevens Point and Oshkosh has a better program.	1
4.	I was more impressed with Stout; thought they had more to offer in Home Ec.	2
5.	Campus too spread out.	4
6.	My father wanted me to pick Nicolet because it's closer, cheaper and a good school.	1
7.	Too many blacks.	1
8.	I could see Dominican College campus from home.	1
9.	The school I chose had smaller classes, more comfortable atmosphere. (too big)	7
10.	Liked what I saw at Oshkosh.	1
11.	At UW-SP I talked to a man in the office of admissions, and was terribly unimpressed with his answers.	2
12.	I decided Ripon, being a smaller school, would fit my needs better.	1
13.	My brother attends River Falls.	1
14.	Visit to Eau Claire was impressive and some of my friends enrolled there. It also had a better department for my major.	2
15.	Wanted to be farther away from home than Stevens Point.	1
16.	I was looking for something more than sidewalks and buildings. (didn't like atmosphere)	2
17.	Inadequate counseling at time of visit.	2
18.	Weak department in intended major; higher costs for equal benefits.	1
19.	I liked La Crosse a little more than Stevens Point.	2
20.	No shade trees. (campus too plain)	3
21.	Better received at South Dakota State University.	1
22.	I liked dorms better at school I chose.	1
23.	Classes not specific enough.	1
24.	The Air Force Academy was an opportunity I couldn't turn down.	1
25.	Could get desired course of study in my own state school.	1
26.	Campus was one sea of mud.	1
27.	The two campuses I chose were basically the same so I picked Eau Claire.	1
28.	Liked location of St. Norbert's better.	1
29.	Campus I chose was nice and is close to my home. So I can commute and save money.	2
30.	UW-Madison has so much more.	4

		TOTAL
31.	Other school offered more financial aid.	1
32.	The size of Stevens Point was a disappointment. (too small)	4
33.	Felt that Montana had a better program in forestry.	1
34.	My parents thought it would be wiser to stay closer to home until I'm 18.	1
35.	I decided that Whitewater had a better education department.	1
36.	Too much construction.	1
37.	Wanted to be closer to home.	1
38.	Decided not to attend UW-SP because of my major.	1
39.	Just didn't thrill me. (not impressed)	4
40.	Liked Oshkosh better.	1
41.	Parents wanted me to attend a smaller college.	1
42.	UW-SP was second choice.	1
43.	Warmer reception at Lawrence.	1
44.	Couldn't get classes I needed.	1
45.	Closer and more convenient.	1
46.	Liked Eau Claire campus and facilities more.	1
47.	Lack of landscaping and abundance of concrete and dirt and flatland was cold and depressing.	1

"AREA OF CHOICE" (STUDY) LIST

Area Of Study	1st Choice	2nd Choice	3rd Choice	Total
Court Reporting	1			1
Pre-Dental	1		1	2
Music Therapy	1	1		2
Physical Therapy	1	1	2	4
Airline Business	1			1
Pre-Medical	1	1		2
Pre-Law		1		1
X-Ray Technology			1	1
Computer Science	1			1
Nursing (R.N. & diploma, 3 yr. etc.)	2	8	3	13
Special Education	1	1	1	3
Transportation & Marketing	1			1
Pre-Vet	2		1	3
Practical Nursing 1 yr.	1	1		2
Journalism	1	1	4	6
Child Care			2	2
Electrical Engineering		1	1	2
Agri-Business	1			1
Pharmacy		1	1	2
Air Conditioning & Refrigeration Tech.	1			1
Phy. Ed.		2	2	4
Urban Studies	1			1
Electronic Technician	1			1
Advanced Equitation		1		1
Bio-Chemistry			1	1
Theater, T.V., Radio, Film	1			1
Music		1		1
Dietetics	1	1		2
Bible Courses		1		1
Farming & Agriculture	1	2		3
Accounting	3	2	3	8
Architecture	1	2		3
Dental Assistant			1	1
Home-Economics			4	4

"AREA OF CHOICE" (STUDY) LIST - Continued

Area Of Study	1st Choice	2nd Choice	3rd Choice	Total
Ecology & Environmental		2	2	4
Fashion Merchandising		1		1
Early Childhood Education	1		1	2
Air Force ROTC	1			1
Industrial Education			1	1
(Pre) Occupational Therapy	3		1	4
Fish & Wild Life Biology			1	1
Radiologic Technology		1		1
Political Science	1			1
Medical Technology		1		1
Criminal Justice (Criminology)		1		1
Better Business Department			1	1
Clothing-Textiles-Design			1	1
Business Administration		1		1
Horticulture	1			1
Space Engineering		1		1
Religious Music		1		1
Recreation		1	1	2
Public Relations Work		1		1
Home Ec. - in business		1		1
Home Ec. Education		1		1
Art History			1	1
Police & Pre-Police		1		1
Geology		1		1
I.L.S.		1	1	2
Weather Technology & Meteorology	1			1
Deaf Education	1			1
Speech	1			1
Economics (better department)		1		1
Molecular Biology			1	1
Operating Room Technician	1			1
City Planning & Land Development		1		1
Regional Analysis		1		1
Chemical Engineering		1		1
Interior Design		1		1

"AREA OF CHOICE" (STUDY) LIST - Continued

Area Of Study	1st Choice	2nd Choice	3rd Choice	Total
Elementary Education		1		1
Speech Therapy		1		1
Oceanography	1			1
Business Management	1			1
Forestry	1	1		2
TOTALS	40	53	40	133

IV. F. Correspondence with University officials proved unsatisfactory. Why?

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1. I had a name from the music department signed seven different ways in letters.
2. I was accepted immediately upon application at school I chose.
3. Received no response to my request for aid till end of June.
4. I never received any information concerning my intended major.
5. I didn't know what was going on most of the time.
6. I asked how much financial aid would have been given me. I completed all forms and sent them in, but still didn't get an answer.

Since very few respondents checked "correspondence with university officials proved unsatisfactory," we may conclude that such occasions were very rare. The six comments shown above are all that were received.

Further opportunity for explanation was provided under the choice of "other" reason for enrolling elsewhere. The response "other" was checked in 195 cases. Of the written explanations which follow, twelve had to do with financial problems. Several responses related to curriculum preferences and several to size or location. At least four responses had to do with athletic programs or facilities which were deemed better elsewhere.

The comments follow.

IV. H. I could not find satisfactory housing.

1. In residence halls.
2. In housing other than residence halls. (please explain)

I. Other: Please explain

		TOTAL
1.	I wanted my major in music and liked the program at Eau Claire.	1
2.	Better business and accounting field at Whitewater and friends are going there.	3
3.	At the end of April I tried to get an apartment. There were none available.	1
4.	I had just received a job which coordinated with my school schedule here. (work and attend school)	4
5.	Stout offered more courses for a Home Ec. major.	8
6.	Interested in a smaller school and more personal contact with faculty, more chance for participation in campus activities.	19
7.	Liked the campus and size of school I chose better.	7
8.	I wanted to get farther away from home - also liked the football set-up a bit better at the school I chose.	13
9.	Preferred the course in school of education at Eau Claire. (brother is a junior at same school)	2
10.	Advised by counselor for psychology degree to attend Eau Claire.	1
11.	I will major in forestry at Point but am taking a pre-forestry course in Milwaukee.	1
12.	I was accepted immediately upon application at Richland Center and liked the campus better.	1
13.	I went to vocational school for nursing.	1
14.	Out-of-state tuition too high - could not find a good summer job.	5
15.	Not guaranteed job near campus. (need part-time job)	2
16.	I felt Madison offered a better education for medical technology.	1
17.	Didn't want to go to a four year college.	5
18.	I felt other school was better for my field of interest.	3
19.	The choice between Eau Claire and Stevens Point was just chance.	2
20.	Science department is better at Eau Claire.	1

		TOTAL
21.	Wasn't sure I wanted school right now.	2
22.	Changed course of study.	1
23.	My financial situation was such that I could not attend UW-SP because I am paying for my education myself. (not enough aid)	9
24.	It was decided by parents and son to attend a small college.	2
25.	Received a football scholarship to a different school.	3
26.	At first I decided to work but changed my mind to enroll for spring semester at UW-Milwaukee.	1
27.	Personal choice (Point was just another choice of school and decided that another school was my <u>first</u> choice).	13
28.	Location - undetermined major.	1
29.	I wanted a T.V., Radio - Film major. If UW-SP gets one then I'll transfer there.	1
30.	My mother attended Stevens Point and I decided to go elsewhere.	1
31.	Too many blacks.	1
32.	We moved to Iowa and I didn't know if my financial aids would cover out-of-state tuition.	1
33.	Death of my father urged me to stay one more year with my mother.	1
34.	My father had a heart attack and I felt my place was at home.	1
35.	Decided I'd rather attend a private school.	8
36.	Preferred location of another school in relation to my home town.	3
37.	Cheaper to live at home and attend nearby school.	7
38.	I moved to Arizona plus I could not get aid from Point.	2
39.	More activities at Madison. (preferred Madison)	3
40.	Received scholarship from UW-Marathon County.	1
41.	Accepted at Oshkosh first and parents made the deposit. They didn't want me to change my plans.	1
42.	My girlfriend chose another school so I decided to go there also. (influence of friends)	7
43.	Was interested in business - but not teaching so I thought it more practical to attend a business school.	1

		TOTAL
44.	Ripon ranks higher academically, also financially better.	1
45.	Lawrence was more appealing.	2
46.	I wanted to live in Milwaukee.	1
47.	Two close friends - also blind - are at UW-Milwaukee.	1
48.	Visit to La Crosse influenced me.	2
49.	High rise dorms are newer, bigger and more modern; the elevators are nice too. Highway to Stevens Point is hazardous.	1
50.	Was very familiar with another campus.	3
51.	Was too late for housing deadline.	1
52.	Decided to attend a larger school.	1
53.	Was advised that freshmen acceptance was on probation terms.	1
54.	The lady in admissions that I first talked to didn't impress me at all.	1
55.	Freshmen are required to stay in dorms and I wanted more privacy and a larger area to live in. UW-SP seems to be centered around drinking more so than other schools.	1
56.	La Crosse has a better reputation in its P.E. Dept.	3
57.	Father disabled since January, which made attendance in our own state school imperative.	1
58.	Want to work in Real Estate for experience.	1
59.	Stevens Point didn't offer exactly what I wanted, decided to attend Luther College instead.	1
60.	Scholarship received only good at UW-Waukesha.	1
61.	UW-SP didn't seem to have the social atmosphere or surroundings.	1
62.	Visited Stout and liked it. Intend to attend Point next year for nursing.	1
63.	I had first choice Annapolis but failed vision test so was on medical waivers. Rather than wait I chose UW-Madison.	1
64.	Found I would have to end up in Madison anyway.	1
65.	There was a great delay between application and acceptance.	1
66.	My choice was a better baseball school.	1

		TOTAL
67.	Stevens Point didn't have as full a Business Dept. as UW-Eau Claire.	1
68.	Visited Montana and liked city of Missoula.	1
69.	Chose Oshkosh because highway 45 was in close proximity to my home; also their library is huge.	1
70.	I had hoped to work with certain people on Utah State and when they finally offered adequate financial aid, I accepted it.	1
71.	Liked athletic facilities better at other school.	1
72.	Like New England environment and I found a program in community development close to my interests.	1
73.	My counselor suggested that UW-Platteville may have a better Math curriculum.	1
74.	I liked COE College's free choice of curriculum.	1
75.	I decided to try a two year center before a four year college.	1
76.	Personal reasons kept me from attending Stevens Point, if not for these I would have been enrolled already.	1
77.	Because I was not provided with number of credits and classes needed I feel I am entitled to my room deposit back. I can't speak highly of a school that ripped $75 off of me.	1
78.	Dance Dept. did not offer enough advanced courses - I had 12 years of ballet.	1
79.	Was unable to pay my way so had to attend a Community College.	1
80.	I could not afford to live at Stevens Point dorms.	1

Characteristics Of Respondents

Tables 24 and 25 identify 762 respondents by age and sex, and by age and community size. Perusal of these tables reveals that responding males averaged slightly older than did females; and that rural residents average oldest while big city residents averaged youngest. The age differences were not important. About 39.5% of the respondents were known to come from small cities (2,000-25,000), 37.3% from large cities, and 21.1% from rural communities (less than 2,000 population). About 2% did not identify community size. Among respondents, females slightly outnumbered males.

TABLE 24

NUMBER OF STUDENTS BY SEX AND AGE

Sex / Age	Unknown	Male	Female	Total
Unknown	10	3	6	19
17	1	28	42	71
18	5	297	318	620
19	-	19	17	36
20	-	3	1	4
21	-	3	-	3
22	-	4	1	5
23	-	2	-	2
24	-	-	-	-
25	-	-	1	1
48	-	1	-	1
TOTAL	16	360	386	762
Ave. Age	-	18.17	17.97	-

TABLE 25

NUMBER OF STUDENTS BY COMMUNITY SIZE AND AGE

Community Size / Age	Unknown	Rural Resident	Small City	Large City	Total
Unknown	10	2	1	6	19
17	-	14	25	32	71
18	5	134	250	231	620
19	1	7	16	12	36
20	-	2	1	1	4
21	-	-	2	1	3
22	-	1	3	1	5
23	-	-	2	-	2
24	-	-	-	-	-
25	-	-	1	-	1
48	-	1	-	-	1
TOTAL	16	161	301	284	762
Ave. Age	-	18.19	18.09	17.96	-

Final Comments

At the end of the questionnaire, space was provided for "additional comments, if any." The comments which follow show great variety, but there are some observable patterns. An informal tally was made of the reasons for not enrolling. Here are some of those types of responses that appeared several times: better offerings elsewhere, 22; need of financial aid or work, 17; went to school closer to home (to save money), 16; may attend later, 14; expect to enroll later, 10; plan to finish at Stevens Point, 7; changed plans, 6; communications etc. with Stevens Point good, 6; liked other campus better, 6; illness, 6; lacked information about Stevens Point, 5; decided to work, 4; undecided, 4; knew students elsewhere, 4; unfavorable visit, 4; enlisted, 3.

While some of the comments tended to be negative, many were positive about Stevens Point. Of most concern are a few which tended to reflect misinformation about Stevens Point offerings. This was especially noticeable if the applicant had visited another campus.

VII. Additional Comments, if any.

		TOTAL
1.	Would gladly attend Stevens Point next year if financial aid would be more substantial.	2
2.	I participated in track at my local high school and received many awards. Would it be possible to obtain an athletic scholarship on my past record?	1
3.	UW-Oshkosh had more to offer in political science and law.	1
4.	Applied for financial aid and was put on the list of the least needy students. Can't afford four years of college and don't want to go into debt.	1
5.	UW-Stevens Point is a great school and I do plan to finish my degree there. It was just a little easier to go in town and save money.	1
6.	I plan to attend a local school this semester coming up, then attend some other school away from here. I have two schools in mind for the fall of next year and one of them is Stevens Point, so would you please keep my records.	1
7.	I wanted to wait and work one year to save money (but/and mostly) to take a break in between schools and decide exactly what I wanted to do.	4
8.	I will try to enroll for the next term. Still considering.	22
9.	Death in the immediate family caused me to spend the summer out of state, thus keeping me from my job which would have provided me with the finances.	1
10.	Plan to work one year before continuing my education.	3
11.	I hope to attend in my sophmore year but my plans are not yet definite.	1
12.	Stevens Point didn't offer the course of study that I decided on.	4
13.	Lack of money forced me to stay in Madison.	1
14.	I'm not sure if you offered a X-ray technologist program, but I would have attended Fond du Lac anyhow.	1
15.	Stevens Point and Eau Claire were the other schools in final contention.	1
16.	NO MONEY . . . . Want to see more aid for needy students.	5
17.	Was in psychiatric care and unable to attend school.	1
18.	I chose other university because I can live at home and commute as well as keep my job and save money.	10
19.	You didn't really supply very much material about Stevens Point.	1

		TOTAL
20.	Enlisted in the military service. (wasn't ready to study intensively) Possibly will go to school after enlistment.	3
21.	Preferred a smaller school (for my individual needs).	5
22.	Was influenced by comments about coaches and teachers heard from other students.	1
23.	Didn't know anyone up there and couldn't get any more help from the Music Department.	1
24.	Financial aid (or offer) was just not adequate.	13
25.	The (other) school I desired offered a scholarship. (earlier)	3
26.	I plan to go to a technical school instead (because I don't have the money for a 4-year college).	2
27.	Enlisted in armed forces (because I couldn't find a job).	2
28.	Spending first year at a local college. Will attend UW-SP if a waiver of out-of-state tuition can be obtained.	1
29.	Had planned to take up forestry, but changed to an agricultural related field this summer. So this is why I changed schools.	1
30.	Was offered a job and decided to take it instead of going to school.	3
31.	My major is Pharmacy and I am looking for another school besides Madison for my Masters. If you can help, please do.	1
32.	Not sure what direction to head, what talent to develop, etc.	5
33.	Medical reasons (operation) prevented fall attendance but I plan to attend second semester.	1
34.	Chose to go to a technical school instead.	3
35.	Desire more help in registration when subjects are not available.	1
36.	Communications with Stevens Point are great!	2
37.	Financial aid at other schools was a better offer.	1
38.	I hope by not attending school this semester, it will not forfeit my attending UW-SP in the future.	1
39.	Stout was more directed to pre-nursing.	1
40.	I would like some information on what kind of Occupational Therapy program is offered at UW-SP, because I may attend it in the future.	2

		TOTAL
41.	Liked atmosphere at Oshkosh and compactness of campus. Also, the convenience of shopping and downtown areas.	1
42.	I hope to attend UW-SP when I get enough money.	1
43.	I'm attending a local extension for this first year (to save money) but will transfer after one year.	2
44.	How do I go about getting ready for next semester.	1
45.	It was felt that a small college was desirable for the first and possibly second year. Stevens Point will possibly be considered at a later date.	2
46.	Decided to go to UW-Medford because I got a good financial package. Plan to transfer to Stevens Point after two years at Medford.	1
47.	Simply changed my mind about where I wanted to go.	1
48.	I'd like to be kept informed on any changes in your study area of TV-Radio-Film. I would have attended UW-SP but I heard your major isn't too good. Please keep me advised. If anything comes up, I'll probably transfer, as Stevens Point was my first choice.	1
49.	I was not informed until the end of June that I was denied any aid. This was too late to make any other plans. I will never attend your school for this reason and will discourage all I know from going there also.	1
50.	Could you send me information concerning a graduate course in Music Therapy and information concerning your Special Education courses?	1
51.	Attending a local school this first year to keep a part-time job and be better off financially to attend UW-SP starting my Sophomore year.	1
52.	I went to Milton College for football and was a witness to a crime. It was decided it would be safer for me to go back up North to school. I wish you would send application and financial aid papers for next semester.	1
53.	Parental influence forced me to attend school and live with my older sister in Milwaukee. I had decided not to attend any university.	1
54.	I felt that if I was going to be married in November, I couldn't possibly afford school this fall. Will possibly return later.	1
55.	Personal reasons for not continuing on to school at UW-SP had nothing to do with UW-SP. It's a wonderful campus.	6
56.	I grew up in Stevens Point and decided that it would be a better learning experience to go away to school.	3
57.	I have to work this first semester, then go to Eau Claire.	1

		TOTAL
58.	I thought it was a very nice school. I appreciate the concern and well organized systems. Thank you for corresponding.	5
59.	I smoke a lot of grass.	1
60.	I want to get the necessary requirements out of the way at a school closer to home.	2
61.	The campus is nice, but after talking to some of the people, I felt I'd be better off in a school that could do more for my major.	1
62.	This school (Oshkosh) is closer to home and I have friends there.	8
63.	I would have to transfer from your school in the future for my intended major.	1
64.	Decided I'd rather work out and earn an income.	3
65.	I hope to attend a four-year college my junior year and am still considering Stevens Point.	2
66.	I like Stevens Point, but Stout is easier and has exactly what I want.	2
67.	Family influences dictated a school closer to home.	1
68.	Moved out-of-state - if I move back, I will attend UW-SP.	2
69.	I had not intended on obtaining a degree from this school. I only wanted to take a course or two while I put my husband through school. I plan on taking a Phy. Ed. course in January. The Greek class I wanted was too expensive.	1
70.	I would have rather gone to a Wisconsin University if I could have gotten the same program.	1
71.	I graduated in the top ten percent of my class and was naturally pressured to continue education. However this would not have been my own choice. I wanted to be my own person.	1
72.	If possible, I would like a Stevens Point course catalog and any other information of courses I will need to complete my major - Wildlife Conservation after 2 yrs. at U-Rock. I want to transfer to Stevens Point.	1
73.	I may want to transfer to UW-SP from Madison in the future because I know UW-SP has a fine department in Home Ec. Education. Please send information.	1
74.	Wanted a pre-vet course, and Wisconsin has no veterinary school. Any suggestions?	1
75.	I was extremely disappointed that I wasn't offered a part-time job to cover my dormitory fees, as Stevens Point is the only interstate university that has an excellent Oceanography program.	1

		TOTAL
76.	If I later decide to change my major to Home Ec., I would probably choose to attend UW-SP.	1
77.	I gained nursing experience at my part-time job and as a result my mind was changed.	1
78.	I was impressed with Whitewater's university and hope to complete in medical records. Whitewater is to expand into this field.	1
79.	UW-Milwaukee is closer to home and has the better individual room and suite arrangement.	1
80.	The man who came to our school recruiting was fantastic. If I would have gone to UW-SP it would have been because of him.	1
81.	We would not have even applied had we known a fee was required.	1
82.	The forestry curriculum (my intended major) was unaccredited.	1
83.	I would have gone to Stevens Point, had I not been accepted at Eau Claire.	1
84.	I knew more about La Crosse from students there.	1
85.	I found another school with a better all-around atmosphere. No particular regrets against UW-SP.	3
86.	UW-SP seemed more friendly and wanted you to come and feel welcome. Keep it up.	1
87.	Classes offered are not specific enough. I feel that the (NCTI) another school trains you for what you want to be and not for what you can get when it's available.	1
88.	Was very familiar with Oshkosh campus since brother is a senior there and had spent several weekends there prior to this year. Also, knew many other students going there.	1
89.	A teacher of mine went to Point. First, I was not accepted at Point, so applied at Milwaukee. I was accepted there. About 3 weeks later SP wrote me a letter saying that I was accepted. It is my belief that SP had a draft on for minority students preferably black ones, in order to receive a vast amount of financial assistance from the government. I don't like being treated as part of a statistic. I will not be another black face on someone's list so that Point can get more money. I accept humility but Point has been ridiculous and I have received no explanations. This letter need not be confidential because I don't mine if I will help avoid future situations of this sort.	1
90.	I was uncertain about if I wanted to go to school or not so I'm going to try a semester at the College of Du Page and then go to Europe in the winter or spring (depending on how I will like it there). When I return, I hope to be more sure of what I'd like to do, and then at that time pursue those interests.	1

		TOTAL
91.	I wish to go into Commercial Arts. Madison vocational school was filled so I applied at Stevens Point. The counselor in the Art Department felt the best place for me was Madison Vocational School. So I decided not to attend Stevens Point and wait till I could get in at vocational school next fall.	1
92.	My second choice was UW-SP but I was accepted at the Air Force Academy.	2
93.	At the time of application, my son, stated on the application form that he was applying for admission for Sept. 1973 not 1972. The error has been corrected. He is away again and can be reached by contacting:	1
94.	My father had been and still is ill. So I thought it would be better to stay at school closer to home.	1
95.	I still plan on attending Stevens Point in either '73 or '74.	1
96.	I just couldn't afford living away from home. I live with my parents yet because of financial reasons.	1
97.	When I drove through Stevens Point campus I fell in love, but then seeing Madison campus, I couldn't resist attending school there.	1
98.	After 2 years I plan on going to a college noted for Business Administration.	1
99.	We have another son attending your school. He is in his third year and likes the school, but his major is water science whereas this son felt La Crosse was better because of his selection of physical education as a major.	1
100.	I had written three letters explaining my change to Eau Claire and didn't want to be bothered again.	1
101.	I plan to attend Whitewater for the first two years and Stevens Point for the next two years after that.	1
102.	I liked the idea of having a choice of coed dorms at Stevens Point where as the choice wasn't such in Milwaukee.	1
103.	How can they judge <u>my</u> financial needs by a <u>parents'</u> confidential statement, when <u>I</u> am paying for every cent toward my education? Also, why are Madison and Mt. Mary the only institutions to offer a major in occupational therapy?	1
104.	Students and faculty didn't seem to give a darn.	1
105.	I don't want to live in a dorm with 3 to a room.	1

		TOTAL
106.	The lady in admissions was not a qualified person - didn't even know where the campus buildings were located. Campus was a mess.	1
107.	Disappointed with physical facilities.	1
108.	Will attend if I can get a ninety day school drop (early discharge).	2
109.	I will take my first two years at UW-Milwaukee because I'm in the Army Reserve Program here. I will take my major courses at UW-SP.	1
110.	I heard from others that drinking and drugs are excessive at UW-SP. I can get along without these vices and feel that I would not fit in.	1
111.	Decided to attend La Crosse because of its superior Physical Education Department.	1
112.	In-state tuition is more desirable. Our income would not justify aid.	1
113.	Parents tried to influence me because UW-SP was smaller and more personal.	2
114.	I am very much interested in the environment. I plan on majoring in conservation and minoring in forestry with an elective in wildlife.	1
115.	I may attend UW-SP after Waukesha, but decided to attend school close to home mainly to see if I liked attending college.	1
116.	Plan to attend UW-SP for my Junior and Senior years.	1
117.	If I change my major to conservation, I would like to switch back to Stevens Point.	1
118.	I intended to go to UW-SP but I then decided to work a year - at a Special Education School which I enjoyed and have decided to go into.	1
119.	I finally chose Eau Claire because I liked the physical attributes of the campus and the advantages of the campus school.	1
120.	I loved Stevens Point but decided after I got engaged to go to a school closer to home.	1
121.	I'm attending Milwaukee School of Real Estate and hope to get a Broker's License in 1973. Next fall my husband and I will attend UW-M and get a master's degree in Business Administration.	1
122.	Another school offered a better financial package.	2
123.	I plan on majoring in deaf education and I need to learn total communication. Stevens Point does not offer total communication, only oral communication. Therefore, I was forced to go to UW-Milwaukee.	1

		TOTAL
124.	I chose a college closer to my home as I have a liver problem and have to drive home once a month for treatment in Rochester, New York. My sister and I are both majoring in music and some day hope to visit your college as we plan to go on until we earn our master's in music.	1
125.	Decided to go to a school closer to home so I could go home on weekends and holidays.	1
126.	Found out I would end up in Madison anyway. Wish I could have gone to UW-SP.	1
127.	I'm very sorry I neglected to let you know where I stood. I realize it costs money to send mail and it was rude of me to give no response.	1
128.	I would like to enter UW-SP. I think it has a nice atmosphere but I couldn't afford the housing. I hate to admit it but I'm still undecided between Madison and Point because I want to play baseball for Point. I don't expect much conflict between studies and sports. I'm convinced I would make the baseball team. Could I get some information about the baseball team and an idea on costs of housing, etc. I am planning to go to school this spring but financially I couldn't make it.	1
129.	Would probably have attended except the professor gave me a bad impression of the faculty. Half his breakfast was on his tie!!	1
130.	Had hoped the fact that we were tax payers for a summer residence in northern Wisconsin would have reduced tuition.	1
131.	I joined the service to help me get a college education and to finance me when I go to college after I get out.	1
132.	One of the main reasons I didn't go to UW-SP was I had too many friends going there. I decided if I went there it would prevent me from getting much of my studying done.	1
133.	Second choice only because of distance. Wisconsin has a great school system. Our son attended one of the Wisconsin universities.	1
134.	When our daughter applied to Stevens Point, we had expected to move near Stevens Point. We had to postpone our moving plans and as a result, we chose Whitewater because it was close to home. We wish to thank Stevens Point Registrars' office for making our change easier by sending the necessary forms to Whitewater.	1
135.	UW-SP was a very close second choice with me. Utah State did not make any financial aid offer until 2 months later than Wisconsin, so I was not sure of any help there, thus signed for Wisconsin to be sure of attending college somewhere. When the Utah offer came I chose Utah and notified Wisconsin.	1
136.	Our daughter chose Arizona because her brother is in graduate school there and encouraged her attendance. We do feel UW-SP is a fine school.	1

		TOTAL
137.	I found the school very much to my liking and if my plans don't work out in architecture and if I can save some more money, I might still attend Stevens Point. The school impressed me very much.	1
138.	Better correspondence with another school.	1
139.	UW-SP presented itself to me as a very desirable state university. Yet at the same cost I found that I could attend a small private college nearer to home. I would like to compliment you on the availability of materials about Stevens Point - and the wide range of majors and minors available. Your interest and help was far above average.	1
140.	I really would have liked to attend UW-SP but it is a lot of money and Mom and Dad don't want me turning into a "hippie". When the extension announced their cut in tuition, that's what did it.	1
141.	I had heard about University of New Hampshire from people in my community, whereas I heard nothing about Stevens Point except from your information.	1
142.	I know many more people at Oshkosh and as a freshman I think college life will be easier to adjust to. At Stevens Point I think I would be "lost" without a familiar face to talk to.	1
143.	Although I'm attending UW-Platteville because of the possibly superior Math curriculum (for engineers), I agree that UW-SP is still highly rated by me. My sister attends UW-SP and she loves the campus.	1
144.	I would like to re-apply for admission in the future when I think I am better prepared for college.	1
145.	Next year I plan on attending a 2-year technical Dental Hygiene program, so Stevens Point is not included in my future plans.	1
146.	I also didn't know what on-campus jobs there were, because I need a job to complete my college education.	1
147.	I still plan on attending UW-SP after I finish this two year college.	1
148.	My change from Stevens Point to Oshkosh was within the last two months before starting school. This is when I realized that I would like to go into nursing and I found Oshkosh was suited for this.	1
149.	Margo received a dormitory scholarship to Murray which made her feel as though they were helping financially. She liked Stevens Point; however, it seemed inaccessible from here (Cincinnati, Ohio) without private transportation. Out-of-state tuition seemed high as we felt Margo could do as well at a private college in Ohio, but she chose Murray, a very similar type to Stevens Point. All communication with Stevens Point was good.	1
150.	We were most appreciative and pleased with all the communications and experience with Stevens Point. Megan's ultimate decision was made because she was younger than average, to attend a smaller campus and church-related school. She still entertains thoughts of transferring after two years.	1

TOTAL

151. I had indecision of what to do because of a very tragic summer. It was a death very close to me. Which led me to the university here. I'm slowly finding what I want again. 1

152. A bigger school offers more of a variety of subjects. But you have a beautiful campus. 1

153. Will probably attend Madison or Point in future (next year). 1

154. Eau Claire is a much more attractive campus and a few of my friends attend Eau Claire thus ensuring a ride home if needed. 1

155. In order to attend UW-SP this fall I would have had to earn $400 this summer. But as this past summer would probably have been my last chance for several years to make an end to end hike of the Appalachian Trail I chose to spend my summer on the trail rather than working. I'm glad I did walk the trail as it has been one of the most valuable experiences of my life. I'm working now and will be enrolling at UW-SP in January for the second semester. 1

156. I will be considering school in the fall of 1974 for I will be traveling to Alaska next year to live and then return. I still am interested in Point. 1

157. If business administration is really not it, I will change to forestry and will definitely go to Stevens Point. My brother is at Whitewater and likes it so very much and wanted me to come there. 1

158. I considered Stevens Point a really good school. If I had been able I would have definitely attended it. 1

159. The room mate in the room, which was not a very good living condition in the first place. The room mate rather than helping him as far as being friendly as our son was the first time away from home and came from a larger family, anyway the room mate just left him alone and went his own way and, more than that, instead of encouraging him, he discouraged him. 1

160. I feel the college treated me bad because they gave the late registrants' day as the only day I could register. They failed to communicate, even being a transfer student. I was uninformed by the college. The freshmen were given special treatment at orientation and the continuing student knows what the score is at that. I've been through a number of semesters of college (all at the same school). The 1st semester I was given special treatment and after that I was on my own. Because of the special treatment I knew what the score was for subsequent semesters. My cumulative grade point, in college was about 2.7 GPA. In conclusion it was because of the colleges failures, that I quit. So I'm spending my money elsewhere. 1

161. There is no special reason I changed my mind. I just chickened out. I guess I decided I wasn't the brainy college type. I hate to use my parents' hard earned money on me when it might be just wasted. I live on a small farm and feel that right now I can help more by staying home. I'd rather see my four brothers and sisters go on to school and make something of themselves. 1

		TOTAL
162.	Did not think I could keep grades up after being away from school for a year.	1
163.	A large number of students picked UW-Madison, so this seemed to be the year to go to Madison.	1
164.	I was accepted at UW-Milwaukee before I found out I was accepted at Stevens Point. I received better financial aids from UW-Milwaukee in the form of a dorm stipend. I accepted this and am now living and studying there. However, the field which I plan on going into, conservation or something related, is much better at Stevens Point from what I have heard. Next year, my sophomore year, I would like to attend Stevens Point if I could afford it.	1
165.	Stevens Point is a good school but they let too many creeps and hippies go there.	1
166.	Daughter now is in hospital after an auto accident. Will not be able to finish semester. Hopes to return to La Crosse in January.	1

Early Dropouts

In order to get a clearer picture of the enrollment drop, the investigator sent a letter to each of about 90 students, presumably new freshmen, who had withdrawn from school before the end of September, 1972. Five of the replies came from advanced students who were not new freshmen. The other responses, about 25 in all, varied greatly in nature and length, ranging from "I found a job" to a two page, single spaced letter. These letters have particular value to university officials seeking to improve institutional policies, and they have been referred to such officials. Five responses came from students who found themselves, for various reasons, in the wrong field of study. Three had entered the Armed Services. Two became lonesome and one of these transferred to another school. Three expressed doubt of any real purpose in their attending college, and two said they just tired of school. Two decided to transfer to vocational type schools. Other single reasons given include: "you are too conservative" (I want to live in a commune), husband moved, medical reasons, credits wouldn't transfer, college work nct relevant, and too exhausting to commute 50 miles.

In summary, the dropouts occurred for a number of reasons, most of them good ones. In a number of cases the entering students had not thought through the matter of college entrance carefully enough. The comments contained in these letters will help us improve admissions policies and procedures.

SUMMARY

A second "no show" study, covering the freshman applicants for September, 1972, was conducted similar to the study that had been made four years previously. In the 1968 study, 999 applicants or 30.2% failed to enroll, compared to 41% of the 1972 applicants who were admitted. This time questionnaires were sent to 1255 admitted freshmen "no shows" and forms were returned for about 61% of them.

Analysis of the county by county enrollment percentages indicates that a number of populous counties in the Eastern and Southeastern parts of the state sent for fewer high school graduates to Stevens Point than a year earlier. Among Wisconsin residents, only 80% as many freshmen enrolled at UW-SP as a year earlier. Only 157 of the 267 out-of-state admitted freshmen, or 55.8% were later enrolled.

Though the ratios of freshmen enrolled to freshmen admitted varied greatly from county to county they varied even more from high school to high school. A good example is seen at Milwaukee, where 20 of 23 freshmen admitted from Nicolet high school were enrolled, whereas 40% or few of those admitted were enrolled from such high schools as Custer, Lutheran, Madison, Marshall, and Pius IX. The percentage enrolled tended to be much higher for high schools in the vicinity of Stevens Point.

A surprising pattern appears when the enrollment patterns for out-of-states applicants are examined. Illinois students make up most of these applicants, and 98 of the 157 Illinois applicants were enrolled, or 62.4%, compared to only 51 of 100 applicants from other states. There were 28 new freshmen from foreign countries, more than half from Hong Kong.

About 81% of the respondents to the no-show questionnaire indicated that they had enrolled in higher education somewhere, while 19% had not enrolled. A significantly higher proportion of the applicants under 19 years of age had enrolled than of older applicants. The proportion enrolled was higher for women than for men. Enrolled proportions were higher for single students than for married students.

Some 58% of those enrolled elsewhere had enrolled on another major UW campus. Eau Claire, Oshkosh, Madison, and Milwaukee campuses led in number enrolled who had been admitted to UW-Stevens Point. Another 10.2% had enrolled at various UW extension centers, while 9.6% enrolled in other Wisconsin colleges and universities that were non-public. About 6.6% had enrolled in Wisconsin technical institutes, and the final 15.7% had enrolled in out-of-state colleges and universities. Of the 59 Illinois applicants not enrolled at UW-SP, 31 actually enrolled in Illinois.

Among respondents who had enrolled at other UW major campuses, only 23% had given Stevens Point as their first choice. Most of those who enrolled at UW extension centers and technical institutes had given Stevens Point as first choice when admitted. About one-third of the respondents who entered out-of-state schools and non-public state schools had given Stevens Point as their first choice. Thus a much higher percentage of no-shows who entered two year institutions had given Stevens Point as first choice. They entered institutions near home, apparently because of financial problems.

The most frequently given reason for not attending Stevens Point was "attendance at a school nearer my home became desirable." The second most frequent reason given was selection of an area of study not available at Stevens Point. Inadequate financial aids ranked third, and a campus visit which caused students to change plans was fourth. The responses were therefore related mostly to financial need and offerings that identified with purposes, however late those purposes were determined.

For the 141 students who did not enroll anywhere in school, the principal reason was financial. The responses which identified this problem include choosing to work rather than attend school, and failure of parents or the enrolling institution to offer enough financial assistance. Military service, health problems, marriage were mentioned less often. When choice of Stevens Point is related to the various reasons for not enrolling in college, it is clear that the great majority of those who failed to enroll for financial reasons had given Stevens Point as first choice.

Comments of entering students who dropped out in the first five weeks show a need for better counseling before college entrance and a need for students to be aware of campus counselors who can be approached in the first few weeks of school.

Conclusions

The no-show percentage of freshmen admitted increased from 30.2% in 1968 to 41% in 1972. The chief reason for this increase was financial. Most of those who entered other four year institutions especially UW campuses, were not Stevens Point first choices. But many admitted students chose instead an institution nearer home than Stevens Point. Most often they attended two year institutions, and some may later transfer to Stevens Point. For those who did not enroll anywhere, financial problems were uppermost. Earnings were scarce in the summer of 1972, and the problem is made more acute because of our university calender, since students cannot hold jobs during the last four weeks of summer.

Apparently Stevens Point lost a few entering freshmen who visited the campus in its "torn-up" condition under the extensive building program that is now going on. This is, of course, a temporary condition.

If economic conditions have improved for the summer of 1973, it seems likely that the "no-show" percentage of admitted students will drop sharply from 41%. Meanwhile, much can be learned from careful perusal of the student comments presented in this report.

September 18, 1972

Dear Sir or Madam:

This letter is sent to you with the hope that you will assist the University by completing and returning the enclosed form. It will take only a few moments of your time, and you need not give your name. The information given will be kept strictly confidental. Please be very frank. A postage paid envelope is enclosed for your convenience.

It will be helpful in future planning for the University to know what young people are now doing who were admitted to UW-Stevens Point for this fall term but did not enroll here. We would like to know if you are enrolled in school somewhere, if so, the type of institution, and the reasons for your change in plans. Your prompt response in completing and returning this form will therefore be greatly appreciated.

Sincerely yours,

William H. Clements
Director of Institutional Research & Studies

WHC/kj

Enc.

Addendum: Since the information is needed by early October, if the person addressed cannot be reached, the form should then be completed by parent or other close relative.

* * * * * *

FOLLOW-UP OF APPLICANTS TO UNIVERSITY OF WISCONSIN - STEVENS POINT

Please complete the following form and return in the addressed, postage-paid envelope to: William H. Clements, Director of Institutional Research and Studies, UW-Stevens Point.

I. Have you enrolled in a college or university or other institution of higher education this fall? Yes _____ No _____

II. If you have enrolled in a college this fall, please indicate:

A. Name of School _____

B. Location of School _____
(City) (State)

C. Type of Institution (Check appropriate blanks)

One-year ___ Two-year ___ Four-year ___

Publicly supported ___ Privately supported ___ Church related ___

III. If your answer to Question I is No, please number the appropriate responses below in order of importance. Eg., (1) most important (2) second most important, etc.

A. Entered military service ____

B. Health problem prohibits school attendance. ____

C. Parents were unable to assist me financially. ____

D. School I desired to attend was unable to offer me enough financial assistance. ____

E. Personal matters dictated that I go to work. ____

F. I chose to work rather than attend school. ____

G. I was married. ____

H. Other (please specify). _____

IV. If enrolled elsewhere, please check most applicable reasons for not attending WSU-Stevens Point.

A. Financial aids were not adequate for my needs. ____

B. Printed materials did not provide an adequate description of what I needed to know. ____

C. My campus visit caused me to change my plans. ____

(Please explain why). _____

_____

D. I selected an area of study not available at Stevens Point. ____

Area of study desired _____

(over, please)

E. Attendance at a school nearer my home became desirable. ____

F. Correspondence with University officials proved unsatisfactory. ____

(If yes, please explain why) _____

_____

G. I could not meet the payment schedule expected of me. ____

H. I could not find satisfactory housing.

1. In residence halls. ____

2. In housing other than residence halls. ____

Please explain _____

_____

I. Other: Please explain _____

_____

V. When you applied for admission at Stevens Point, how did it rank among the schools you considered?

A. My first choice. ____

B. My second choice. ____

C. One of several I considered somewhat satisfactory. ____

VI. To assist us in tabulating these data, please check the characteristics below which best describe you.

Age (years) _____ Male _____ Female _____

Rural Resident (less than 2,000) _____ Small City Resident (2,000 - 25,000) _____ Large City Resident (over 25,000) _____

Marital Status: Married _____ Single _____

Year graduated from high school _____

VII. Additional Comments, if any.

If completed by parent, please check. _____